Sept 30, 2009 Meeting

Steve, Mike, Quentin, Dana, Shannon, Jonathan, Nat, Susan

Advisory Group Names

Charlie Robertson

Jim Bishop

Jim Giblin

Bill Cook

Alex Thorne

John Waterhouse

Nat Benjamin

Steve Coan (Aquarium)

Ric Burroughs (NOAA / ROANN)

Nat Philbrick (author)

Gus Bourneuf (former ABS)

Anne Brengle (CG Foundation)

James Russell (NB Whaling)

John Bullard (SEA / ex NB Mayor / descendent)

Paul Pluta (retired CG)

Ray Ashely (San Diego Maritime Museum)

Adam Falk (Williams President)

Andy Maynard (CT Senator)

Karen Senitch (CT State Culture and Tourism)

Burchie Green (NMHS)

Honorary Advisory Group Names

Dan Basta (NOAA)

Tom Crowley (Tug Connection)

\*David McCullough (author)

Ric Burns (film)

\*Brian Dennehy (actor)

George White

New Bedford Park Service or Regional Park Service

Newport Mayor

New Bedford Mayor

Provincetown Mayor

\*Revell Carr

Doug Teeson

\*Jon Wilson (WoodenBoat)

Bailey Norton

Joe Courtney (State Rep)

CAMM President

ICMM President

NYYC Commodore

\*Al Gore (Chauncy Connection)

Patrick Kennedy (RI Rep)

Teddy Kennedy Jr. (Barbara Rose connection)

Billy Joel

Jimmy Buffett

Ted Danson

\*Possible Chairs of Honorary Committee

PR Brainstorming

Film

Need to get an agency / individual for help

Licensing of Morgan potential sales

Calendar of Programming – what are we going to promote each year to keep relevant and in the news

Sail the Morgan license plate

Postal stamp

Need consistent visibility in a variety of media in New England and Nationally

Film/ Periodicals – Time / Yankee / Sea History / WoodenBoat / Downeast / Latitude 38 / Soundings / Preservation News / American Forestry (Live Oak) / local towns where wood is coming from, ie Galveston

Need an agency to help with programming timeline

Need a Defining Moment / idea (yet true to today)

Another Ancestor Reunion?

Regional Gatherings

DVD for every visitor

Free Admission Days for local towns to get local communities involved

Empower staff and volunteers to go talk to Rotary, Schools etc

Embrace the preservation world – National Trust for Historic Preservation

Web plan

Sail the Morgan Stickers / Bumper Stickers

Fundraising Brainstorming

Buy a Trunnel Idea - $5 or $100

Need a level that the regular guy can buy in at, but doesn’t take too much time and staff to process

Need a non-labor intensive and not complicated way to get kids involved, get volunteers involved, something fun

May need to bring in a Fundraising Consultant

Prefer a small consultant, not a big one (not Cynthia Glacken)

We can’t wait for a PR Plan

We need images right away

We need a name –

            38th Voyage

            Restoration Voyage

            Thar She Goes

Need to contact Marketing Firms and start discussions

            Caspari, Lindberg, Wheelhouse, Yellow Ink, Outthink

Mike will gather info on firms

Programmatic Brainstorming

Need a Case Statement for the Future

Needs to come from Susan’s team

Then get a Fundraising Consultant to agree that it will work

Budgeting

The money in hand will last 20-24 more months if we continue at this slow pace and don’t hire up

But we have only 60% of the staff that we need

We need a burn rate for launch of spring 2012 and sail 2013

This needs to be a plan thinking that we have the money in hand – how would we best utilize it and spend it

Need software for a computer project manager calendar – Bill Parent and Sarah Bishop both use them.

A four year fundraising campaign is too long- we need to get it done fast and get the money in hand

We need to build an aggressive spend plan to show to donors in order to show we need money fast

Sails

Nat Wilson is a potential vendor for sails

We need to figure out soon what we need

Sails take a long time to build, esp if done during slow times by sailmakers who are donating time

Mary K has been charged with looking at the sails we have to assess

We need a budget cost for an interpreter to be in the sail loft for 2 months in the summer with some exhibit around it